MULTIMEDIA UNIVERSITY

STUDENT IDENTIFICATION NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1 2022/2023 (TERM ID 2210)

BMK3024 –INTERNET MARKETING

(All sections / Groups)

13 FEBRUARY 2023
9AM - 11AM
(2 HOURS)

INSTRUCTIONS TO STUDENTS

1. This Question paper consists of 2 pages with 4 questions only.

2. Attempt **ALL** questions. All questions carry equal marks and the distribution of the marks for each question is given.

3. Please write all your answers in the Answer Booklet provided.

Answer all FOUR (4) questions.

Question 1

All prospective customers would typically go through the Buyer's Journey where it is an active research process one goes through leading up to purchase. Seeing the situation that it is becoming a norm to Work from Home (WFH), we can see a trend where organisations are outlining policies that employees can WFH a few times a week in the next few months and years to come.

Choose any **ONE (1)** product that has the potential to sell in the marketplace that prospective customers are willing to buy. Why did you choose that particular product? Briefly justify. Also, map the product with the three stages of the Buyer's Journey and explain in detail in each of the stage's process.

(25 marks)

Question 2

Customer Lifetime Value (CLV) is how much money a customer will bring to your brand throughout their entire time as a paying customer. Why is CLV important for an e-commerce brand? Explain any **THREE (3)** reasons. Also, provide any **TWO (2)** recommendations on optimising CLV for the brand.

(25 marks)

Question 3

Digital media has disrupted the marketing industry, especially in the context of traditional marketing mix. Choose any **FIVE (5)** marketing mix and apply relevant digital media for each mix. Include examples as well.

(25 marks)

Continued...

Question 4

Many businesses are actively using Search Engine Marketing (SEM) as part of their marketing communications through digital media channels. You are currently working in a digital marketing agency and one of your prospective client selling fashion clothing is interested to expand their business using SEM. Prepare **FIVE (5)** strategies in using SEM in their business.

(25 marks)

End of page